

M. J. McHugh
RBM #1200
N.Y. Metro Region

April 28, 1997

To: Don Fitzgerald

Re: Chain Analysis - Private Label

Dear Don:

Below is the information you requested regarding chains with private label brands in our region. As you are aware, we don't have a large selection of chains to pick from so the quantities you requested by segment are not available in the New York Metro Region.

Chains with a competitive P.L.

| <u>Chain Name</u> | <u>Chain I.D. #</u> | <u># Stores</u> | <u>Segment</u> |
|-------------------|---------------------|-----------------|----------------|
| Pathmark | 0522-00-00 | 148 | SM |

Chains with a Forsyth P.L.

| <u>Chain Name</u> | <u>Chain I.D. #</u> | <u># Stores</u> | <u>Segment</u> |
|-------------------|---|-----------------|----------------|
| Shop Rite | Co-Op with different Chain I.D.'s must be accessed through primary wholesaler # 425769 | 186 | SM |
| Quick Chek | 0919-00-00 | 99 | CN |
| Hess Mart | 0353-03-xx | 153 | CN |
| Hess Co-Op | 0353-02-xx | 200 | GS |

51843 9880

Chain Analysis - Private Label

Chains with no P.L.

| <u>Chain Name</u> | <u>Chain I.D. #</u> | <u># Stores</u> | <u>Segment</u> |
|-------------------|---------------------|-----------------|----------------|
| A&P Corporate | 0208-00-00 | 800 | SM |
| A&P NY Metro | 0208-01-xx | 361 | SM |
| Drug Fair | 2608-00-00 | 26 | DG |
| Duane Reade | 1417-00-00 | 60 | DG |

If you have any questions, please give me a call.

Sincerely,

Mike

cc: M. A. Young

51843 9881